

## Claims

- [c1] A method of making a label assembly from a indefinite length of label stock material comprising a backing web having a release coating on a surface thereof and a label web which is adhesively laminated to the release-coated surface of the backing web by a pressure sensitive adhesive on a lower surface of the label web, the label web having an upper surface, the method comprising the steps of:
- printing product indicia onto the label web upper surface;
- applying a static cling layer to the printed upper surface of the label web; and
- die-cutting the label web and the static cling layer into discrete label assemblies.
- [c2] The method of claim 1, and further comprising applying a raw varnish coating to the upper surface of the label web after the printing step.
- [c3] The method of claim 2, and further comprising data entry indicia on the static cling layer in registry with the product indicia on the printed upper surface of the label web.
- [c4] The method of claim 1, and further comprising data entry indicia on the static cling layer in registry with the product indicia on the printed upper surface of the label web.
- [c5] A method of making a label assembly from a indefinite length of label stock material comprising a backing web having a release coating on a surface thereof and a label web which is adhesively laminated to the release-coated surface of the backing web by a pressure sensitive adhesive on a lower surface of the label web, the label web having an upper surface, the method comprising:
- applying a raw varnish coating onto the label web upper surface;
- applying a static cling layer to the upper surface of the label web; and
- die-cutting the label web and the static cling layer into discrete label assemblies.
- [c6] A method for servicing an automobile with a windshield in which the oil is changed and a static cling layer is applied to a windshield with date/mileage

sensitive information recorded, comprising the steps of:

providing a label assembly comprising a product label having on one side a pressure sensitive adhesive and on another side at least one of product and service indicia printed thereon, a static cling layer releasably mounted on the other side of the product label over the indicia, the static cling layer having data entry indicia on one side thereof,

applying the label assembly to one portion of the vehicle visible to a service person;

applying oil change data to the static cling layer; and

applying the static cling layer to the windshield of the automobile.

- [c7] The method of claim 6 wherein the product label has indicia indicative of an oil filter and the static cling label has indicia for entry of mileage and date of filter change information.
- [c8] The method of claim 6 wherein the other side of the product label has a raw varnish finish to enhance adhesion of the static cling label to the other side of the product label.
- [c9] The method of claim 8 wherein the product label has indicia indicative of an oil filter and the static cling label has indicia for entry of mileage and date of filter change information.
- [c10] The method of claim 9 wherein the raw varnish coating has essentially no slip agent or anti-blocking agents incorporated therein.
- [c11] The method of claim 8 wherein the raw varnish coating has essentially no slip agent or anti-blocking agents incorporated therein.
- [c12] The method of claim 6 wherein the one portion of the vehicle is the oil filter canister.